

Docket Item #9  
BAR CASE #2005-0286

BAR Meeting  
December 21, 2005

**ISSUE:** Sign

**APPLICANT:** Nancy Twomey

**LOCATION:** 616 South Washington Street

**ZONE:** CL/Commercial

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**STAFF RECOMMENDATION:**

Staff recommends deferral of the application for restudy.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for signs at 616 South Washington Street. One sign is proposed to be installed on the front of the building. This sign, “Children’s Furniture,” measures 2’ in height x 8’ in length and will be installed between the first and second floors. The second sign on the front will be installed on the handrail and will read “Finnian’s Moon, Experience unique children’s furnishings, accessories, and interior design in a most casual atmosphere.” This sign will measure 2’ in height and 4’ in length. Other signs are proposed to be installed on the south face of the buildings. These signs will consist of 8 individual signs, “Finnian’s Moon, children’s furniture, cribs, linens, unique gifts, custom window treatments.” All of the signs are proposed to be wood with black lettering on a light/blue/white striped background.

**II. HISTORY:**

616 South Washington Street is a two story, three bay frame building dating from the late 19<sup>th</sup> century. Originally built as a residence, it has been used as an office for many years and is currently proposed to be converted to retail use.

**III. ANALYSIS:**

The proposed signs do not comply with Zoning Ordinance requirements. The wording beyond the name of the store on both the front facade and the south side of the building is considered special advertising and under the terms of the Zoning Ordinance is not permitted

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore, requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs - Page 3).

First, based upon the requirements of the Zoning Ordinance, the design of the signs needs to be reconsidered so that they comply with the ordinance requirements. Second, the number of the signs needs to be reconsidered based upon both the location of the building on the George Washington memorial Parkway and the *Design Guidelines*. Therefore, Staff recommends deferral of the application for restudy.

**IV. STAFF RECOMMENDATION:**

Staff recommends deferral of the application for restudy.

## **CITY DEPARTMENT COMMENTS**

Legend: C - code requirement R - recommendation S - suggestion F - finding

### **Code Enforcement:**

C-1 A construction permit is required for the proposed project.

C-2 Wall signs must comply with USBC [H103-H111].

### **Historic Alexandria**

No comment.